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BANGALORE INSIGHTS USING TABLEAU

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PROBLEM STATEMENT

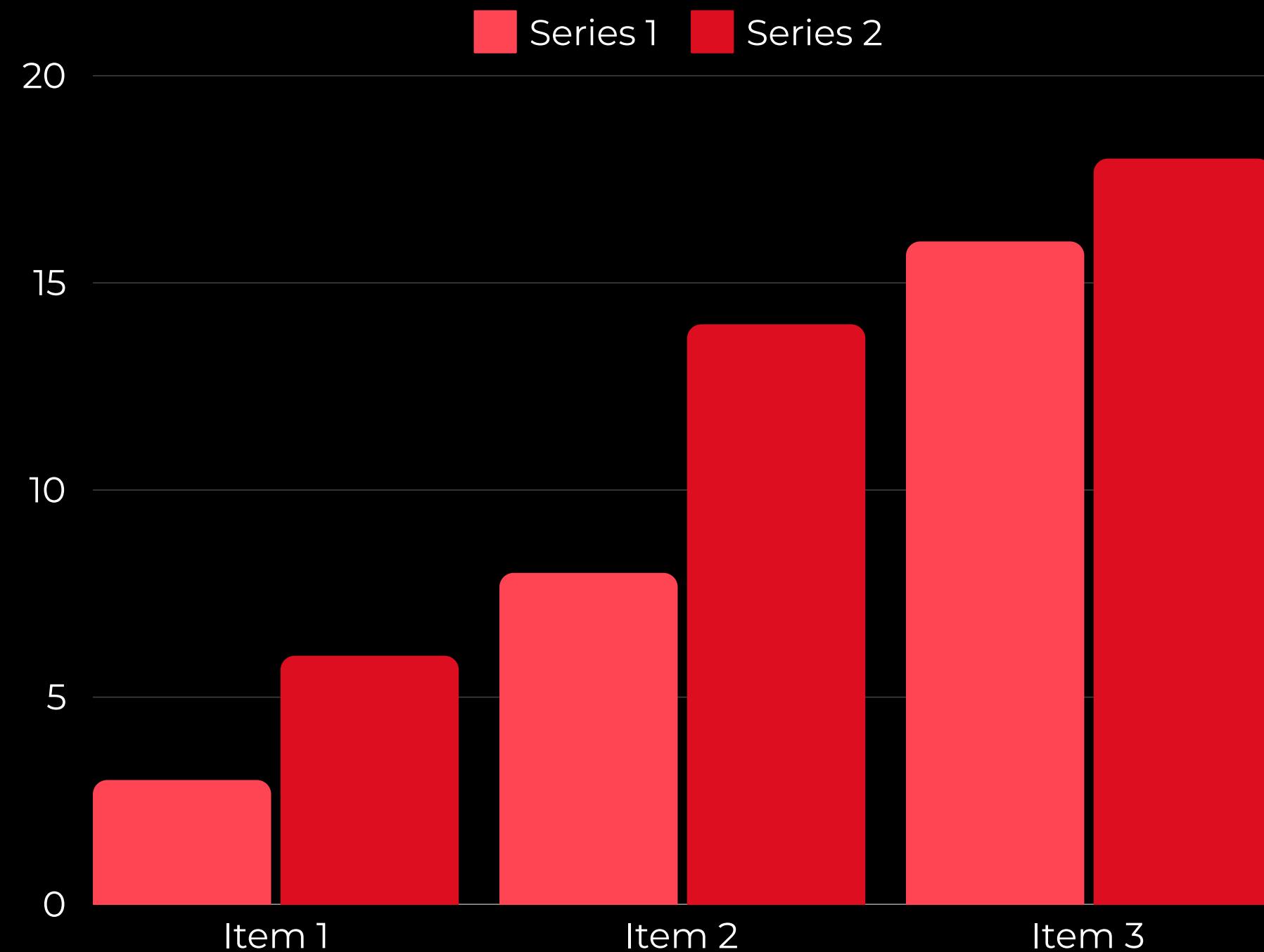
● Understanding the Task

Zomato aims to improve customer satisfaction by optimizing the restaurant experience in Bangalore. The focus is on enhancing the popularity of different cuisines, improving delivery times, and boosting restaurant ratings.

Using the provided restaurant data, you are tasked with developing a Tableau dashboard that will help Zomato identify key areas for operational improvements, leading to better customer experiences and higher overall ratings.



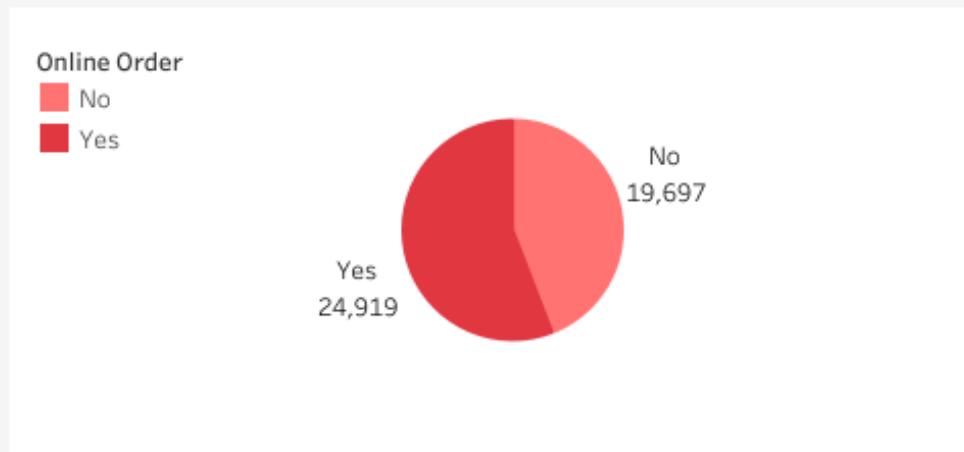
DATA VISUALISATION



Availability and Services Analysis

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Online Orders Distribution



Online Orders by Location

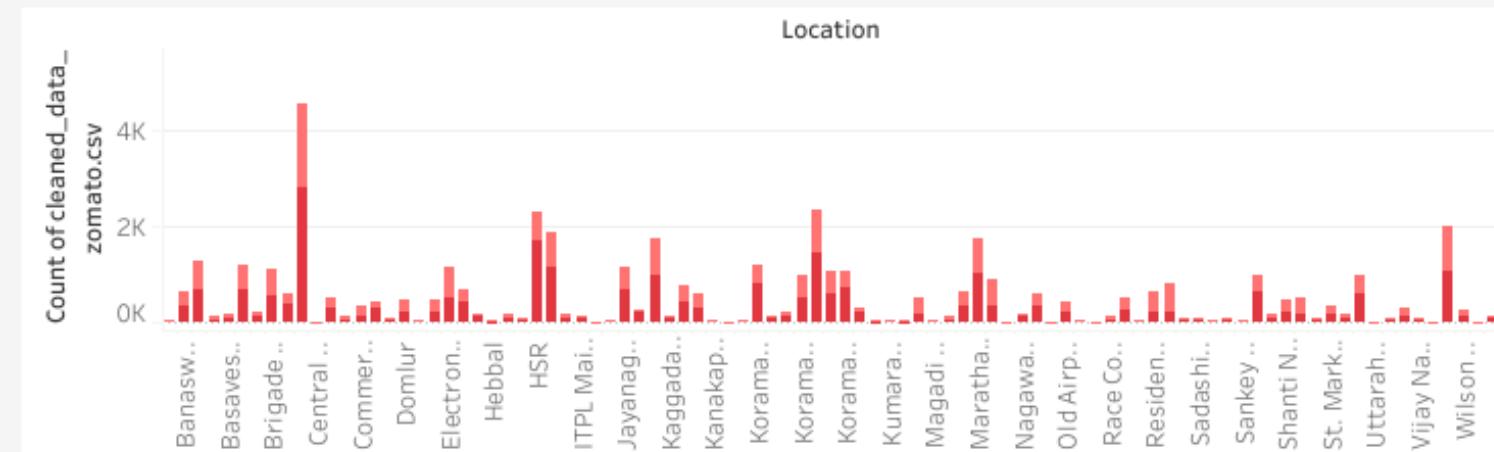


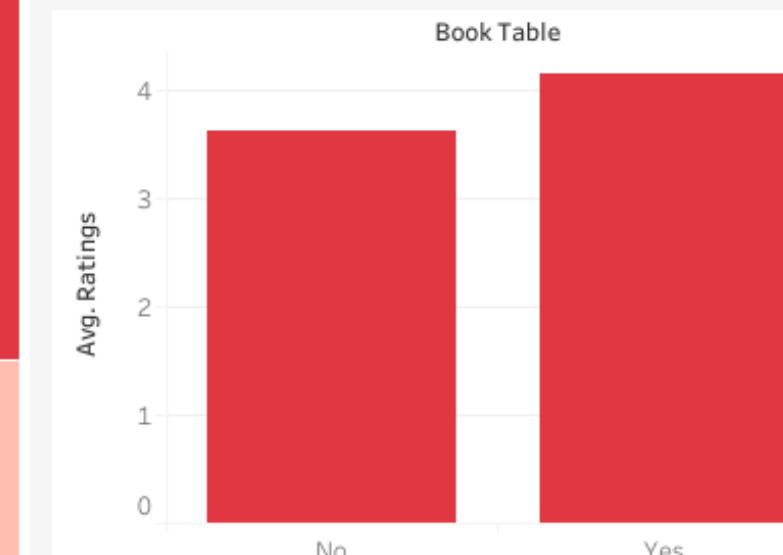
Table Booking Distribution



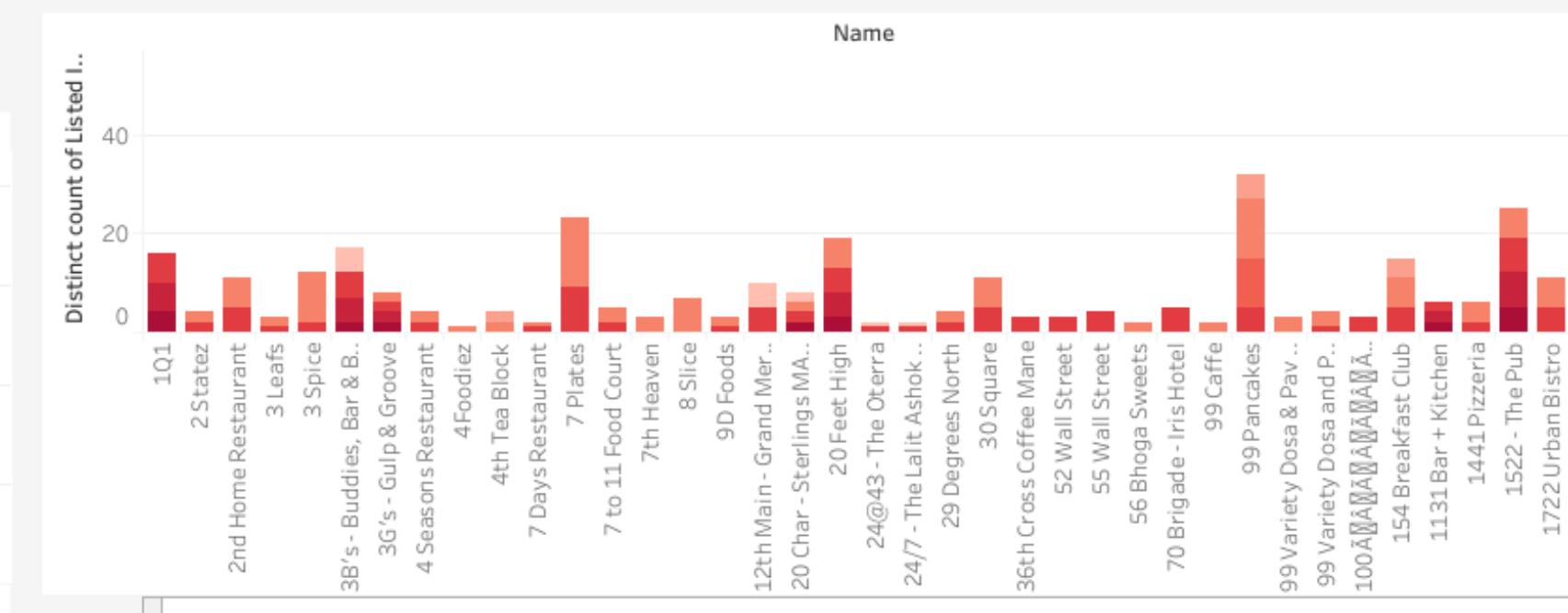
Restaurant Listings by Meal Type



Correlation between Restaurants Offering Table Bookings and their Rating



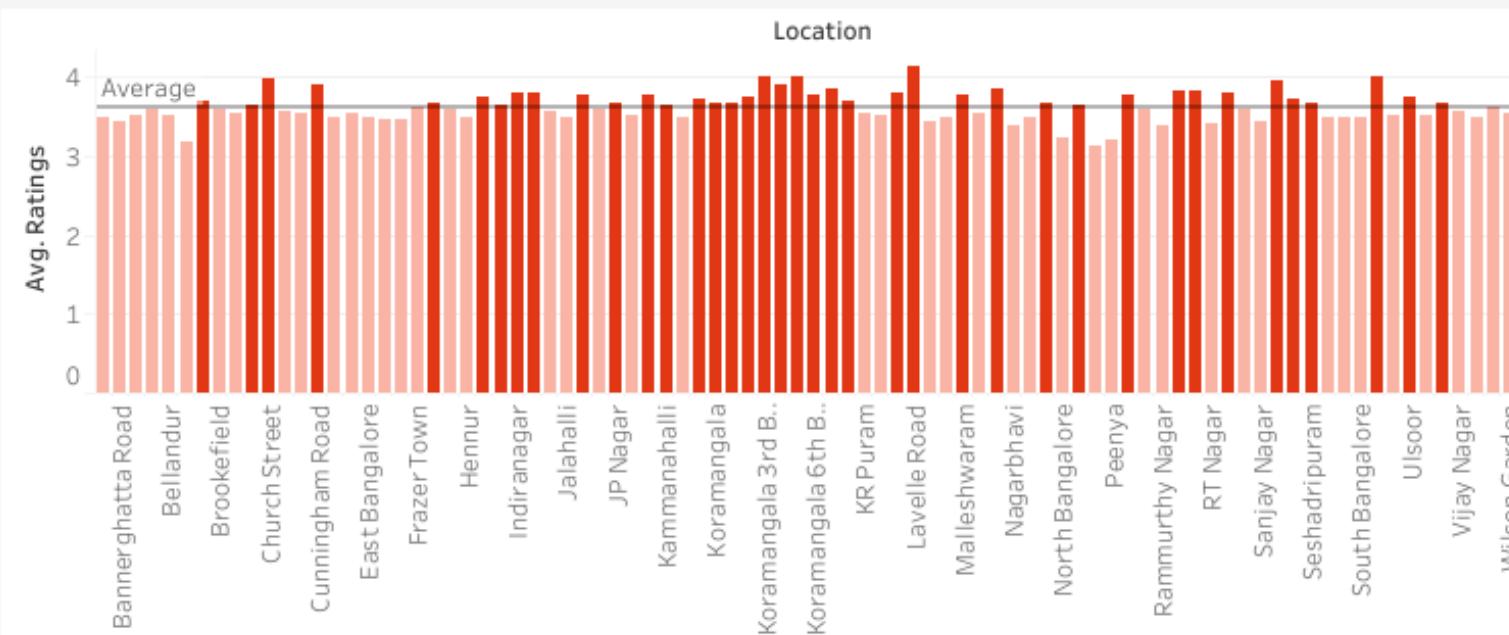
Common Meal Types in Highly Rated Restaurants



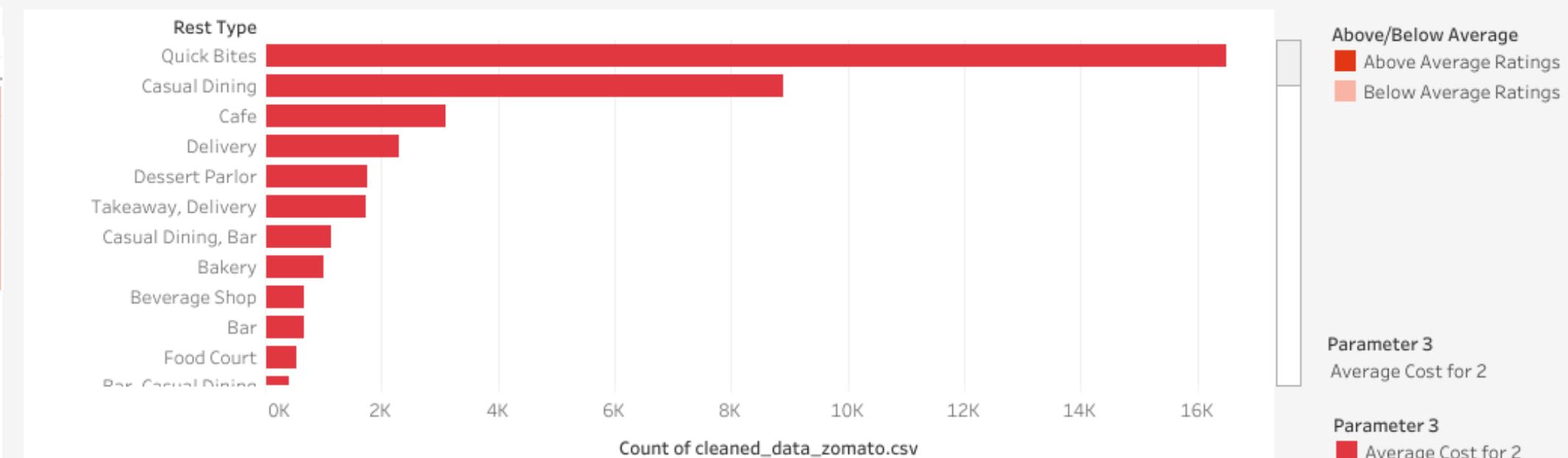
Restaurant Performance and Popularity

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Distribution of Restaurant Ratings across the City



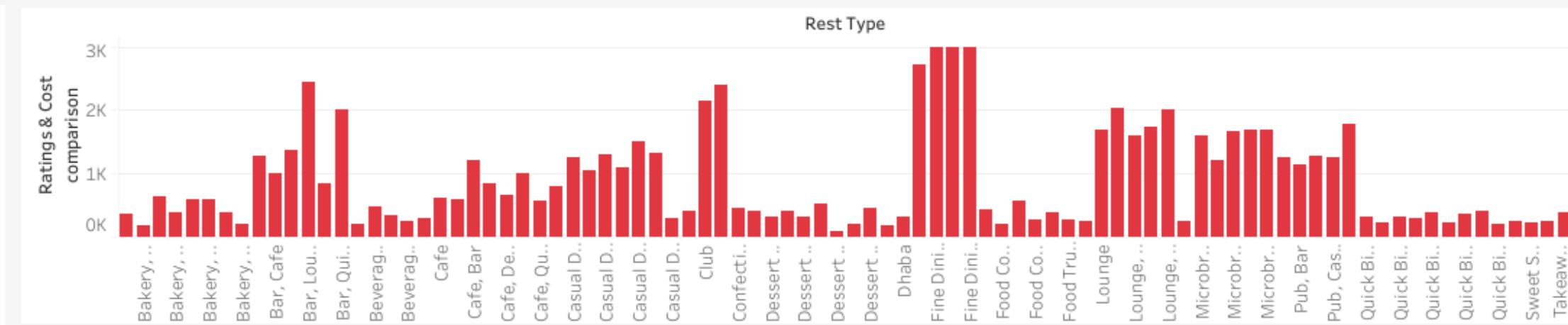
Common Restaurant Types



Correlation of Total Votes vs Ratings

0.4457

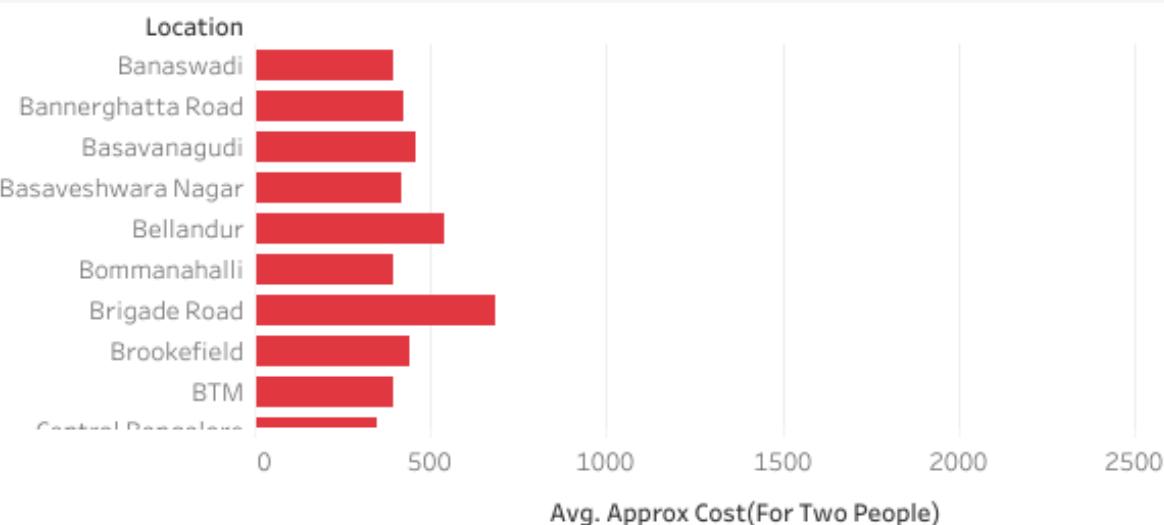
Comparison of Costs and Ratings by Restaurant Types



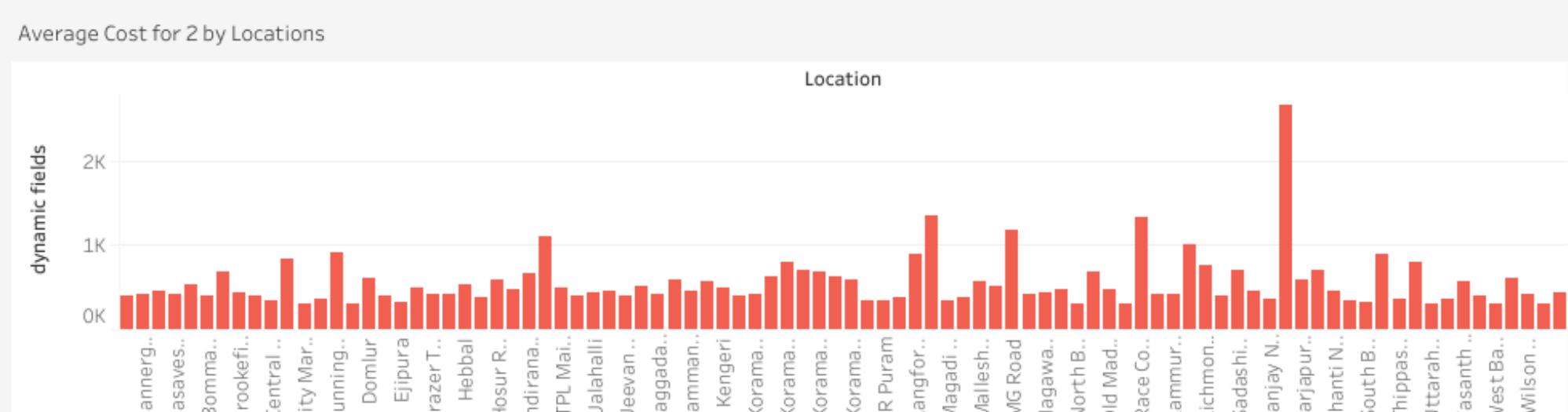
Cost and Neighbourhood Analysis

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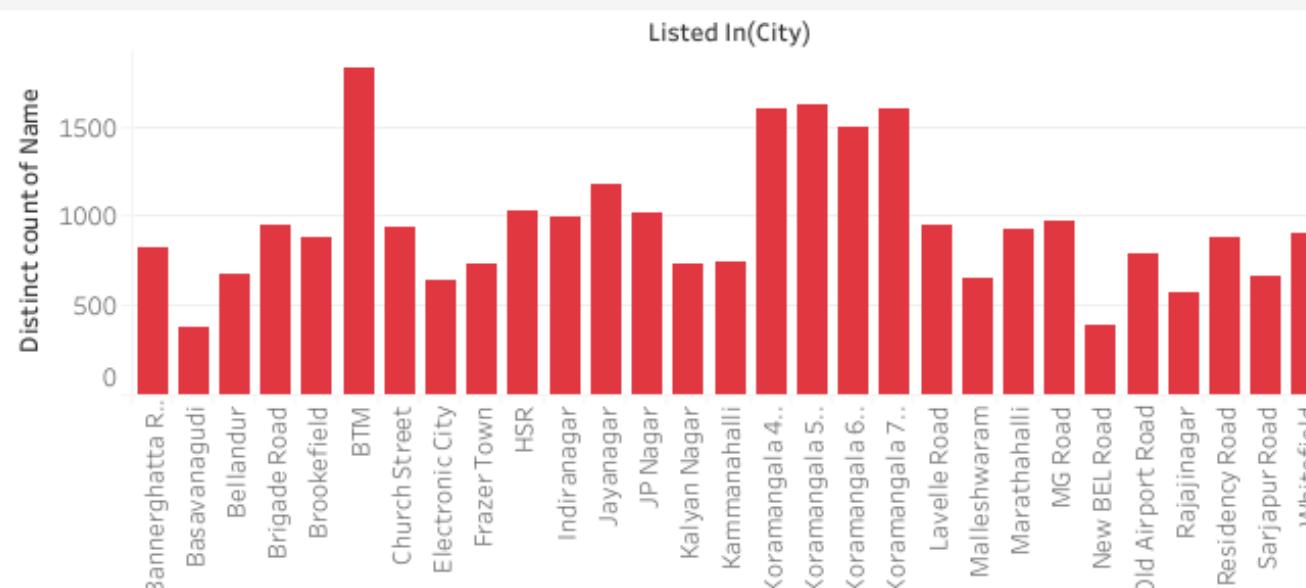
Average Cost for 2 by Location



Correlation of Cost vs Restaurant Ratings & Popularity



Count of Restaurants by Neighbourhood



Concentration of Highly-Rated Restaurants by Location



Correlation of Cost vs Ratings
0.4085

Cuisine and Food Analysis

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Popular Cuisines by Location



Location
Basavanagudi

Name
All

Most Liked Dishes by Restaurant



Location
Koramangala 8th Block

Name
All

THE VISUALISATION PROCESS

● Restaurant Performance and Popularity

Restaurant Ratings:

- Focus: Distribution of restaurant ratings across the city and identification of neighborhoods with the highest-rated restaurants.

Customer Engagement:

- Focus: Correlation between the number of customer votes (reviews) and the overall rating of restaurants, assessing whether higher-rated restaurants receive more reviews.

Restaurant Types:

- Focus: Common restaurant types (e.g., Quick Bites, Casual Dining) and their performance in terms of ratings and costs.

● Availability and Services Analysis

Availability of Online Ordering:

- Focus: Availability of online ordering services by location.

Table Booking Options:

- Focus: Availability of table booking services and its correlation with ratings or popularity.

Meal Types Offered:

- Focus: Types of meal services offered (e.g., Buffet, Delivery, Dine-out) and their prevalence in highly-rated restaurants.

THE VISUALISATION PROCESS

● Cost and Neighbourhood Analysis

Cost Analysis:

- Focus: Average cost for two people in different locations and its correlation with ratings and popularity.

Neighborhood Analysis:

- Focus: Number of restaurants in each neighborhood and identification of areas with a high concentration of highly-rated restaurants.

● Cuisine and Food Analysis

Cuisine Types:

- Focus: The most popular cuisines across Bengaluru and their variation by neighborhood.

Dishes Liked:

- Focus: Most frequently liked dishes by customers and trends between cuisine types and liked dishes.

KEY INSIGHTS

Availability and Services Analysis

- Availability of Online Ordering:
 - Insight: A large proportion of restaurants offer online ordering services, particularly in busy urban neighborhoods such as Koramangala and Indiranagar. The availability of online ordering tends to be more prevalent in densely populated areas where there is a higher demand for delivery services.
- Table Booking Options:
 - Insight: Restaurants offering table booking options tend to have higher ratings and are more popular compared to those without. This suggests a correlation between the availability of table booking and the perceived quality or customer service at the restaurant.
 - Insight: Premium or fine-dining restaurants are more likely to offer table bookings compared to casual dining or fast food outlets.
- Meal Types Offered:
 - Insight: Restaurants offering a variety of meal types such as dine-out, delivery, and buffet services are likely to attract a broader customer base. Dine-out and delivery services are the most common among highly-rated restaurants, indicating their popularity with customers.

KEY INSIGHTS

Restaurant Performance and Popularity

- Restaurant Ratings:
 - Insight: The highest-rated restaurants are concentrated in well-established dining hubs like Indiranagar, Whitefield, and Koramangala. These neighborhoods are known for a diverse array of cuisine options and high-quality dining experiences.
- Customer Engagement (Votes vs. Ratings):
 - Insight: There is a strong correlation between the number of customer reviews (votes) and high restaurant ratings. Restaurants with higher ratings often receive more customer engagement, possibly due to their reputation or customer satisfaction.
 - Insight: Lower-rated restaurants tend to have fewer reviews, possibly indicating lower visibility, poor service, or a smaller customer base.
- Restaurant Types:
 - Insight: Casual dining and Quick Bites are the most common restaurant types. However, fine dining and premium casual restaurants tend to have higher average ratings, suggesting that customers appreciate the overall experience in more premium settings.
 - Insight: The cost for two people tends to be higher for premium restaurant types like Fine Dining, but customers also rate them higher, indicating a perceived value for money.

KEY INSIGHTS

Cost and Location Analysis

- Cost Analysis:
 - Insight: The average cost for two people varies significantly by neighborhood, with upscale areas like Indiranagar and Whitefield featuring more expensive restaurants. The correlation between cost and rating suggests that higher-priced restaurants often receive better ratings, possibly due to superior quality, ambiance, and service.
 - Insight: Budget-friendly areas tend to have lower average restaurant ratings, with customers possibly prioritizing affordability over quality in these neighborhoods.
- Neighborhood Analysis:
 - Insight: Neighborhoods like Indiranagar, Koramangala, and Whitefield have the highest concentration of highly-rated restaurants, making them prime locations for dining out. These areas tend to have a wide variety of restaurants with different cuisines and meal types.
 - Insight: Less developed neighborhoods, while having a reasonable number of restaurants, generally feature lower-rated establishments, which may reflect fewer high-quality dining options.

KEY INSIGHTS

Cuisine and Food Analysis

- Cuisine Types:
 - Insight: Indian cuisine is the most popular across most neighborhoods, with North Indian and South Indian being especially prevalent. Chinese and Continental cuisines are also popular but are more concentrated in upscale neighborhoods.
 - Insight: Some neighborhoods, like Koramangala, have a greater variety of international cuisines (e.g., Italian, Mexican), reflecting a diverse customer base and international food preferences in certain areas.
- Dishes Liked:
 - Insight: Popular dishes such as biryani, pizza, and momos are consistently liked across restaurant types, with strong customer preferences for these items.
 - Insight: The trends in "liked dishes" align closely with cuisine type—Indian dishes are highly liked in North Indian and South Indian restaurants, while international cuisines show higher customer engagement for pizza, burgers, and pasta.

CONCLUSION



- Highly-rated restaurants are concentrated in upscale areas like Indiranagar and Koramangala, offering a variety of cuisines and meal types, including fine dining and buffet services.
- Customer engagement is strongly tied to high ratings, with popular restaurants receiving more reviews and visibility.
- Cuisine variety in premium neighborhoods offers customers more international options, while traditional Indian dishes remain popular across the city.
- Restaurants offering services like online ordering and table bookings tend to have higher ratings and customer satisfaction.
- Costs are generally higher in premium neighborhoods, but customers rate these restaurants more favorably, indicating a willingness to pay for better quality.

THANK YOU

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